

Message Text

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PAGE 01 STOCKH 00356 230750Z

12

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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P R 221540Z JAN 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3750

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 356

FOR: BIC/OIM:CAYA/BEIRING

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: LEISURE TIME SHOW- STRETCH FORMING CORP.

REF: TELECON CAYA/EARLE JANUARY 21.

1. REGARDING CANCELLATION FROM SHOW BY MR. GEARY, STC SUGGESTS BEST METHOD TO OBTAIN MILEAGE FROM PARTICIPATION FEE AS FOLLOW: STC COMMERCIAL SECTION CONDUCTS IMMEDIATELY AN ADS (AGEN/DISTRIBUTOR SERVICE) TO OBTAIN NON-EXCLUSIVE REPEAT NON-EXCLUSIVE REPRESENTATIVE WHO MANS BOOTH DURING SHOW FOR MARKET TESTING. AUTHORIZATION APPOINT NON-EXCLUSIVE REPRESENTATIVE REQUIRED IMMEDIATELY. PROPOSED NAMES AND WTD'S WILL FOLLOW BY AIRMAIL EXPRESS.

2. OTHER ALTERNATIVE IS STC HIRING INTELLIGENT "AMATEUR" LOCAL BOOTH ATTENDANT (SOT TO GEARY AROUND \$30 PER DAY) TO COORDINATE ENQUIRIES BY POTENTIAL REPRESENTATIVES FOR LATER FOLLOW-UP ACTION BY STRETCH FORMING FROM USA. PRIOR PAYMENT OF \$150 FOR LOCAL HIRE REQUIRED AT STC FEBRUARY 3. OIM TO GUARANTEE COLLECTION BUT MAKE CHECK PAYABLE STC FOR REPAYMENT TO HIREE. OIM ADVISED THIS COMPANY HAS NOT REPEAT NOT COOPERATED BY ANSWERING FOUR LETTERS FROM STC TO DATE REGARDING PHYSICAL AND PROMOTION DETAILS.

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3. FIRM MUST SEND ADEQUATE SUPPLY BROCHURES BUT PREFERABLY
NO EQUIPMENT AS EQUIPMENT SHIPMENT WOULD CAUSE END-SHOW
DISPOSITION PROBLEMS.
STRAUSZ-HUPE

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NNN

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Disposition Approved on Date:
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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